

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

### SECOND REPORT FOR MARCH 1978

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
	21.5 6	17.4 13	20.3 27	18.3 6	15.0 4	17.6 7	20.2 26	18.6 37	19.1 33	18.5 39	18.7 72	16.5 15	18.4 87
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 6:00-7:00 PM		MONDAY-FRIDAY 11:30-1:00 AM		WEEKDAY DAYTIME 10:00 AM-4:30 PM					WEEKEND DAYTIME			
	Informational(1)											Sports	
	Once-a-Week	Multi-weekly	11:30 PM- 1:00 AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00 AM- 1:00 PM	1:00- 4:30 PM	10:00 AM- 4:30 PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
	8.8 5	12.8 3	6.1 10	7.1 14	5.3 11	6.2 3	5.7 16	7.1 12	6.5 28	5.9 35	7.7 10	7.1 12	7.5 22

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30 PM AND 8:30-10:00 PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00 AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(1)

### BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 19, 1978

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	31.7	23,110
2	LITTLE HOUSE-PRAIRIE	29.9	21,800
3	LAYERNE AND SHIRLEY#	29.1	21,210
4	THREE'S COMPANY	28.1	20,480
5	ALL IN THE FAMILY	27.0	19,680
6	M*A*S*H	26.7	19,460
7	RINGLING BROS. CIRCUS(S)	26.2	19,100
8	WALTONS#	25.9	18,880

  

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
9	60 MINUTES	25.5	18,590
10	ALICE	25.4	18,520
11	ONE DAY AT A TIME	24.8	18,080
12	LOVE BOAT	22.9	16,690
13	HOW THE WEST WAS WON	22.4	16,330
14	LOU GRANT#	22.3	16,260
15	CHARLIE'S ANGELS	22.1	16,110
15	SOAP#	22.1	16,110

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME																	PROGRAM NAME																
T/C																	T/C																
NO. OF STATIONS																	NO. OF STATIONS																
PROGRAM COVERAGE																	PROGRAM COVERAGE																
HOUSEHOLD AUDIENCES																	HOUSEHOLD AUDIENCES																
K E Y																	K E Y																
AVG. AUD. %																	AVG. AUD. %																
SHARE %																	SHARE %																
AVG. AUD. (0,000)																	AVG. AUD. (0,000)																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K	E	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K	E	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
*EVENING																																	
ABC FRIDAY NIGHT MOVIE																																	
1 FRI. 8.00P 120 ABC FF																																	
2 FRI. 9.00P 120																																	
ABC MINUTE MAGAZINE																																	
SUN. 7.58P 1 ABC N																																	
ABC MONDAY NIGHT MOVIE																																	
MON. 9.00P 120 ABC FF																																	
ABC NEWS-REASONER/WALTERS																																	
M-F 6.30P 30 ABC N																																	
ABC NEWSBRIEF-M-F																																	
MON. 8.58P 1 ABC N																																	
1 TUE. 9.27P 2																																	
1 W-F 9.58P 1																																	
2 TU & W 9.58P 1																																	
2 THU. 9.28P 1																																	
2 FRI. 8.57P 2																																	
ABC NEWSBRIEF-SAT.																																	
SAT. 9.58P 1 ABC N																																	
ABC NEWSBRIEF-SUN.																																	
1 SUN. 8.57P 1 ABC N																																	
2 SUN. 8.57P 2																																	
BARNEY MILLER																																	
THU. 9.00P 30 ABC CS																																	
BIG EVENT-TUE.																																	
TUE. 9.00P 120 NBC FV																																	
BIG EVENT																																	
SUN. 9.00P 120 NBC FV																																	
BIONIC WOMAN																																	
1 SAT. 8.00P 60 NBC A																																	
BLACK SHEEP SQUADRON																																	
WED. 9.00P 60 NBC A																																	
BOB NEUHART SHOW																																	
1 SAT. 8.00P 30 CBS CS																																	
BODY HUMAN:THE RED RIVER(S)																																	
1 MON. 8.00P 60 CBS DO																																	
BUGS BUNNY EASTER SPECIAL(S)																																	
2 SAT. 8.00P 60 CBS EA																																	
CAROL BURNETT SHOW																																	
SUN. 10.00P 60 CBS CV																																	
CARTER COUNTRY																																	

ABC SATURDAY EVENING NEWS																
SAT. 6.30P 30 ABC N								14	118	120	68	68	A	6.0	13	437
ABC SUNDAY NIGHT MOVIE								20	193	191	99	99	A	6.2	13	452
1 SUN. 9.00P 120 ABC FF													B	18.7	30	1363
2 SUN. 9.00P 138																1575
ABC WEEKEND NEWS-SATURDAY								24	155	158	93	94	A	8.0	18	583
SAT. 11.00P 15 ABC N													B	8.0	17	583
ABC WEEKEND NEWS-SUNDAY								23	157	155	97	97	A	5.6	14	408
1 SUN. 11.00P 15 ABC N													B	6.2	15	452
2 SUN. 11.18P 15																
AFI SALUTES HENRY FONDA(S)										192		99	A	17.0	28	1239
2 WED. 9.00P 120 CBS AC																
ALICE								19	198	194	99	99	A	25.4	38	1852
SUN. 9.30P 30 CBS CS													B	23.9	35	1742
ALL IN THE FAMILY								22	199	195	99	99	A	27.0	40	1968
SUN. 9.00P 30 CBS CS													B	25.1	37	1830
BABY, I'M BACK								6		151		93	A	13.6	20	991
2 MON. 8.30P 30 CBS CS													B	19.2	28	1400
BARETTA								5	187		97		A	13.9	25	1013
1 THU. 10.00P 60 ABC OP													B	15.1	26	1101
BARETTA-11:30PM								24	165	156	94	93	A	6.5	21	474
1 FRI. 11.30P 65 ABC OP													B	7.3	23	532
2 FRI. 11.30P 67																
BARNABY JONES								21	188		98		A	18.6	34	1356
1 THU. 10.00P 60 CBS PD													B	21.2	37	1545
1 THU. 9.30P 30 ABC CS																
CBS EVENING NEWS-CRONKITE								120	201	201	99	99	B	19.6	31	1429
M-F 6.30P 30 CBS N													A	14.9	29	1086
													B	15.4	29	1123
CBS EVENING NEWS								15	174	171	89	88	A	11.2	23	816
SUN. 6.30P 30 CBS N													B	10.0	19	729
CBS NEWS SPECIAL REPORT(S)									174		93		A	7.3	25	532
1 MON. 11.30P 28 CBS N																
CBS NEWS SPECIAL REPORT(S)										173		94	A	4.9	19	357
2 WED. 11.30P 30 CBS N																
CBS REPORTS(S)									170		98		A	10.7	16	780
1 TUE. 8.00P 60 CBS DN																
CBS SAT. NEWS-SCHIEFFER								24	157	150	89	89	A	10.6	23	773
SAT. 6.30P 30 CBS N													B	11.5	23	838
CBS SPORTS SPECIAL-BOXING(S)										151		83	A	5.5	19	401
2 FRI. 11.30P 90 CBS SE																
CBS SUNDAY NEWS-BRADLEY								24	137	134	79	79	A	7.0	15	510
SUN. 11.00P 15 CBS N													B	7.8	17	569
CBS TUESDAY NIGHT MOVIES								7	182	182	98	98	A	17.1	27	1247
TUE. 9.00P 120 CBS FF													B	18.2	30	1327
CBS WEDNESDAY NIGHT MOVIE								19	190		99		A	20.9	34	1524
1 WED. 9.00P 120 CBS FF													B	18.3	30	1334
C.BROWN-EASTER BEAGLE(S)										186		99	A	21.6	34	1575
2 SUN. 8.00P 30 CBS EA																
CHARLIE'S ANGELS								24	210	207	99	99	A	22.1	34	1611
WED. 9.00P 60 ABC PD													B	25.5	40	1859

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. % SHARE % (0,000)										AVG. AUD. % SHARE % (0,000)									
EVENING CONT'D										JAMES AT 16									
CHARLIE'S ANGELS SPECIAL(S)										1 THU. 9.00P 60 NBC GD									
1 FRI. 10.00P 60 ABC PD										2 THU. 10.00P 60									
CHIPS										JEFFERSONS									
1 THU. 8.00P 60 NBC OP										SAT. 9.00P 30 CBS CS									
CHUCK BARRIS RAH RAH SHOW										JULIE ANDREWS-STEP-SPRING(S)									
TUE. 8.00P 60 NBC GV										1 THU. 8.00P 60 CBS GV									
CLASS OF '65										KEEFER(S)									
1 THU. 10.00P 60 NBC GD										2 THU. 9.30P 90 ABC A									
C.P.O. SHARKEY										KOJAK									
FRI. 8.30P 30 NBC CS										SAT. 10.00P 60 CBS OP									
DEAN MARTIN CELEB. ROAST(S)										LATE MOVIE I									
2 FRI. 10.00P 60 NBC GV										1 MON. 11.58P 98 CBS FF									
DONNY AND MARIE										1 TUE. 11.30P 106									
2 FRI. 8.00P 60 ABC GV										1 WED. 11.30P 70									
EIGHT IS ENOUGH										1 THU. 11.30P 101									
2 WED. 8.00P 60 ABC CS										1 FRI. 11.30P 36									
FANTASY ISLAND										2 MON. 11.30P 93									
SAT. 10.00P 60 ABC A										2 TUE. 11.30P 104									
FIRST EASTER RABBIT(S)										2 WED. 12.00P 71									
										2 THU. 11.30P 99									
										LATE MOVIE II									

2 SUN. 8.30P 30 CBS EA										1 TUE. 1.16A 29 CBS FF									
FISH										1 WED. 12.40A 56									
THU. 8.30P 30 ABC CS										1 FRI. 12.06A 125									
G.KELLY-AMERICAN-PASADENA(S)										2 TUE. 1.14A 28									
2 MON. 10.00P 60 CBS GV										2 WED. 1.11A 60									
GOOD TIMES										LAVERNE AND SHIRLEY									
2 MON. 8.00P 30 CBS CS										2 TUE. 8.30P 30 ABC CS									
HALLMARK HALL OF FAME(S)										LIFE-TIMES-GRIZZLY ADAMS									
2 THU. 8.00P 120 NBC GD										2 WED. 8.00P 60 NBC A									
HAPPY DAYS										LITTLE HOUSE-PRAIRIE									
1 TUE. 8.00P 90 ABC CS										MON. 8.00P 60 NBC GD									
2 TUE. 8.00P 30										LOU GRANT									
HARDY BOYS/NANCY DREW										1 MON. 10.00P 60 CBS GD									
SUN. 7.00P 60 ABC SM										LOVE BOAT									
HAVING BABIES										SAT. 9.00P 60 ABC CS									
TUE. 10.00P 60 ABC GD										LUCAN									
HAWAII FIVE-O										2 MON. 8.00P 60 ABC A									
1 THU. 9.00P 60 CBS OP										M*A*S*H									
2 THU. 10.00P 60										MON. 9.00P 30 CBS CS									
HOW THE WEST WAS WON										MAUDE									
SUN. 8.00P 60 ABC EW										SAT. 9.30P 30 CBS CS									
HUSBANDS, WIVES & LOVERS										MIDNIGHT SPECIAL									
FRI. 10.00P 60 CBS CS										FRI. 1.00A 90 NBC PC									
INCREDIBLE HULK										MYSTERIOUS CASTLES-CLAY(S)									
FRI. 9.00P 60 CBS SF										2 SAT. 8.00P 60 NBC DO									

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A



[illegible]

PROGRAM	TIME	DAY	VIEWERS	PROGRAM	TIME	DAY	VIEWERS
M-F 6.30P 30 NBC N				1 FRI. 9.00P 60 NBC PD			
NBC SATURDAY NIGHT MOVIES 25	192	199	97 98	SAM 1 138	90		
1 SAT. 9.00P 114 NBC FF				2 TUE. 8.00P 30 CBS OP			
2 SAT. 9.00P 120				SATURDAY NIGHT 15	196	196	97 97
NEWSBREAK-M-F 125	163	142	89 86	1 SAT. 11.30P 82 NBC GV			
1 M-F 8.58P 1 CBS N				2 SAT. 11.30P 75			
2 M & TU 8.58P 1				SHIELDS AND YARNELL 6	145		91
2 WED. 8.57P 1				2 TUE. 8.30P 30 CBS CV			
2 THU. 8.59P 1				SIX MILLION DOLLAR MAN 6	192		99
2 FRI. 8.57P 2				1 MON. 8.00P 60 ABC A			
NEWSBREAK-SAT. 25	161	181	90 92	60 MINUTES 27	204	205	99 99
SAT. 8.58P 1 CBS N				SUN. 7.00P 60 CBS DN			
NEWSBREAK-SUN. 25	173	175	94 94	SOAP 22	176		97
1 SUN. 8.57P 2 CBS N				2 TUE. 9.30P 30 ABC CS			
2 SUN. 8.58P 1				STARKY AND HUTCH 8	204	185	99 97
ON OUR OWN 17	192		99	WED. 10.00P 60 ABC OP			
1 SUN. 8.30P 30 CBS CS				STARKY AND HUTCH-11:30 10	175	178	98 98
ONE DAY AT A TIME 6	201	197	99 99	1 THU. 11.30P 65 ABC OP			
MON. 9.30P 30 CBS CS				2 THU. 11.30P 66			
OPERATION PETTICOAT 23	186	176	97 94	THAT SECOND THING ON ABC(S) 194			98
SAT. 8.30P 30 ABC CS				1 WED. 8.00P 60 ABC CV			
POLICE STORY-MON 11	175	173	97 96	THREE'S COMPANY 24	197	192	99 97
1 MON. 12.00M 65 ABC OP				1 TUE. 9.30P 30 ABC CS			
2 MON. 11.30P 66				2 TUE. 9.00P 30			
POLICE STORY-WED 11	176	175	97 97	TOMA 9	164	168	96 96



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AUG. SHARE %										AUG. SHARE %									
AUG. AUD. (0,000)										AUG. AUD. (0,000)									
WEEKDAY DAYTIME CONT'D																			
MATCH GAME '78										ALL NEW SUPERFRIENDS I									
2 THU. 4.00P 30 CBS QP										SAT. 8.00A 30 ABC CA									
ONE LIFE TO LIVE										ALL NEW SUPERFRIENDS II									
M-F 2.00P 60 ABC DD										SAT. 8.30A 30 ABC CA									
PRICE IS RIGHT 1										AMERICAN BANDSTAND '78									
M-F 10.30A 30 CBS AP										SAT. 12.30P 60 ABC PC									
PRICE IS RIGHT 2										ANIMALS, ANIMALS, ANIMALS									
M-F 11.00A 30 CBS AP										SUN. 11.30A 30 ABC CL									
RYAN'S HOPE										BAGGY PANTS & THE NITWITS									
1 MON. 12.40P 20 ABC DD										SAT. 11.00A 30 NBC CA									
1 TU-F 12.30P 30										BATMAN/TARZAN ADV I									
2 M-F 12.30P 30										SAT. 10.30A 30 CBS CA									
SANFORD AND SON M-F										BATMAN/TARZAN ADV II									
M-F 10.00A 30 NBC CS										SAT. 11.00A 30 CBS CA									
SEARCH FOR TOMORROW										BUGS BUNNY/ROAD RUNNER 1									
1 MON. 12.39P 21 CBS DD										SAT. 9.00A 30 CBS CA									
1 TU-F 12.30P 30										BUGS BUNNY/ROAD RUNNER 2									
2 M-F 12.30P 30										SAT. 9.30A 30 CBS CA									
SPECIAL TREAT(S)										BUGS BUNNY/ROAD RUNNER 3									
173 194 91 84										SAT. 10.00A 30 CBS CA									
1 TUE. 4.00P 60 NBC FV										CBS SAT. FILM FESTIVAL									
TATTLETALES										SAT. 1.30P 30 CBS CL									
M-F 10.00A 30 CBS QG										CBS SPORTS SPECTACULAR									
TO SAY THE LEAST										1 SAT. 5.00P 60 CBS SA									
M-F 12.00N 30 NBC QP										2 SAT. 4.30P 90									
TODAY SHOW-7.30AM										CHALLENGE OF THE SEXES									
M-F 7.30A 30 NBC N										SUN. 1.00P 45 CBS SE									
TODAY SHOW-8.30AM										CHAMPIONSHIP AUTO RACING(S)									
M-F 8.30A 30 NBC N										2 SUN. 4.00P 60 ABC SE									
\$20,000 PYRAMID										DORAL EASTERN OPEN-SAT(S)									
M-F 12.00N 30 ABC QG										1 SAT. 4.00P 30 CBS SE									
WHEEL OF FORTUNE										DORAL EASTERN OPEN-SUN(S)									
M-F 11.00A 30 NBC QG										1 SUN. 4.10P 110 CBS SE									
WINNERS(S)										FACE THE NATION									
1 THU. 4.00P 30 CBS CL										SUN. 11.30A 30 CBS CC									
YOUNG AND THE RESTLESS										FAT ALBERT AND COSBY KIDS									
M-F 12.00N 30 CBS DD										SAT. 12.00N 30 CBS CA									
*WEEKEND DAYTIME										FESTIVAL OF LIVELY ARTS(S)									
ABC WEEKEND SPECIALS										2 SUN. 5.00P 60 CBS CL									
SAT. 12.00N 30 ABC FV										GHOST BUSTERS									
ABC WIDE WORLD-SPORTS SAT										SUN. 9.00A 30 CBS CL									
SAT. 5.00P 90 ABC SA										GO GO GLOBETROTTERS I									
ABC WIDE WORLD-SPORTS SUN										SAT. 8.30A 30 NBC CA									
1 SUN. 4.30P 90 ABC SA										GO GO GLOBETROTTERS II									
2 SUN. 5.00P 60										SAT. 9.00A 30 NBC CA									



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME														PROGRAM NAME																
WK # DAY		START TIME	DUR	NET	T/C SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				WK # DAY		START TIME	DUR	NET	T/C SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
						WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
WEEKEND DAYTIME CONT'D																														
GO GO GLOBETROTTERS III		SAT.	9.30A	30	NBC CA	7	205	205	99	99	A	7.3	29	532	LAND OF THE LOST		SAT.	12.00N	30	NBC CL	7	165	168	78	80	A	5.1	22	372	
GO GO GLOBETROTTERS IV		SAT.	10.00A	30	NBC CA	7	205	205	99	99	A	6.3	25	459	MEET THE PRESS		SUN.	12.30P	30	NBC CC	24	178	178	91	95	A	5.5	22	401	
											B	6.1	24	445												A	3.2	15	233	
											B	5.8	22	423												B	3.3	15	241	
GREAT GRAPE APE		SUN.	11.00A	30	ABC CA	24	90	83	65	65	A	3.4	17	248	NBA BASKETBALL GAME		1 SUN.	1.45P	145	CBS SE	10	193	188	99	99	A	5.3	17	386	
HONG KONG PHOOEY		SAT.	8.00A	30	NBC CA	7	196	194	98	98	B	3.4	16	248	2 SUN.		1.45P	135								B	6.8	19	496	
											A	3.8	25	277	NCAA BASKETBALL SPECIAL(S)		1 SAT.	1.30P	30	NBC SE		138		81		A	3.4	14	248	
											B	3.3	24	241																
IN THE NEWS- 8.26AM		SAT.	8.26A	3	CBS N	23	199	197	99	99	A	3.8	22	277	NCAA CHAMP. SERIES-SAT-1		1 SAT.	2.00P	120	NBC SE	2	203	207	99	99	A	8.5	31	620	
IN THE NEWS- 8.56AM		SAT.	8.56A	3	CBS N	17	196	197	98	99	B	3.2	22	233	2 SAT.		2.00P	123								B	8.5	31	620	
											A	5.4	25	394	NCAA CHAMP. SERIES-SAT-2		1 SAT.	4.09P	115	NBC SE	2	203	210	99	99	A	8.9	27	649	
											B	5.0	26	365	2 SAT.		4.03P	117							B	8.9	27	649		
IN THE NEWS- 9.56AM		SAT.	9.56A	3	CBS N	17	200	200	99	99	A	9.7	39	707	NCAA CHAMP. SERIES-SUN-1(S)		1 SUN.	2.00P	120	NBC SE		202		99		A	7.6	24	554	
IN THE NEWS- 10.26AM		SAT.	10.26A	3	CBS N	26	200	200	99	99	B	9.6	38	700	2 SAT.		4.03P	117								A	9.3	23	678	
											A	9.2	36	671	NCAA CHAMP. SERIES-SUN-2(S)		1 SUN.	4.00P	132	NBC SE		203		99		A	6.8	25	496	
											B	8.9	34	649																
IN THE NEWS- 10.56AM		SAT.	10.56A	3	CBS N	26	196	197	99	99	A	7.8	31	569	NCAA CHAMP. SERIES-SUN-1(S)								206		99	A	6.8	25	496	
IN THE NEWS- 11.26AM		SAT.	10.56A	3	CBS N	26	197	196	99	99	B	8.3	32	605																
											A	8.0	32	583																

SAT.	11.26A	3	CBS N							B	9.0	34	656	2 SUN.	2.00P 123 NBC SE																
IN THE NEWS-11.56AM	SAT.	11.56A	3	CBS N	26	194	196	97	98	A	6.1	25	445	NCAA CHAMP. SERIES-SUN-2(S)	2 SUN.	4.03P 109 NBC SE						206	99	A	10.8	33	787				
IN THE NEWS-12.26PM	SAT.	12.26P	3	CBS N	26	193	194	98	99	A	8.1	31	590	PGA PLAYERS CHAMP.-SAT(S)	2 SAT.	2.00P 90 ABC SE						172	95	A	3.6	13	262				
IN THE NEWS-12.56PM	SAT.	12.26P	3	CBS N	24	190	194	96	96	B	5.9	25	430	PGA PLAYERS CHAMP.-SUN(S)	2 SUN.	2.00P 120 ABC SE						189	99	A	6.8	25	496				
IN THE NEWS- 1.26P	SAT.	1.26P	3	CBS N	21	168	166	90	87	A	7.0	28	510	PRO BOWLERS TOUR	SAT.	3.30P 90 ABC SE	11	184	188	96	97	A	6.9	22	503						
IN THE NEWS- 1.56PM	SAT.	1.56P	3	CBS N	22	154	160	86	86	B	7.1	26	518	SCHOOLHOUSE ROCK- 8.55AM	SAT.	8.55A 4 ABC CA	26	187	184	98	97	B	8.5	25	620						
IN THE NEWS- 9.26AM	SUN.	9.26A	3	CBS N	25	68	68	60	60	A	5.6	21	408	SAT.	8.55A 4 ABC CA							A	6.8	33	496						
IN THE NEWS- 9.56AM	SUN.	9.26A	3	CBS N	25	66	65	58	57	B	5.5	20	401	SCHOOLHOUSE ROCK- 9.55AM	SAT.	9.55A 4 ABC CA	6	189	189	99	99	B	5.9	32	430						
ISSUES AND ANSWERS	SUN.	12.00N	30	ABC CC	26	164	162	96	96	A	4.4	17	321	SCHOOLHOUSE ROCK-10.55AM	SAT.	10.55A 4 ABC CA	25	189	189	99	99	A	6.8	27	496						
JABBERJAW	SUN.	10.30A	30	ABC CA	24	86	86	60	61	B	4.5	16	328	SAT.	10.55A 4 ABC CA							B	7.4	29	539						
JOHN DENVER-PRO-AM SKIING(S)	1 SUN.	3.30P	60	ABC SE	175		94			A	1.5	10	109	SCHOOLHOUSE ROCK-11.55AM	SAT.	11.55A 4 ABC CA	26	188	189	98	98	A	6.5	27	474						
KROFFT SUPERSHOW '78 I	SAT.	11.00A	30	ABC CL	25	188	189	98	98	B	1.7	12	124	SUN.	10.55A 4 ABC CA	24	86	86	60	61	B	7.0	26	510							
KROFFT SUPERSHOW '78 II	SAT.	11.30A	30	ABC CL	26	188	189	98	98	A	2.1	12	153	SCHOOLHOUSE ROCK-11.55AM	SUN.	11.55A 4 ABC CA	24	131	123	80	79	A	3.3	16	241						
										B	2.0	12	146	SCOBY'S-LAFF-LYMPICS I	SAT.	9.00A 30 ABC CA	26	189	189	99	99	B	3.2	14	233						
										A	3.5	16	255	SAT.	9.00A 30 ABC CA							A	7.0	31	510						
										B	2.9	12	211									B	7.1	34	518						
										A	3.0	15	219	SCOBY'S-LAFF-LYMPICS II	SAT.	9.30A 30 ABC CA	26	189	189	99	99	A	7.3	29	532						
										B	2.8	14	204									B	9.1	38	666						
										A	10.2	28	744																		
										B	7.1	28	518																		
										A	7.9	30	576																		
										B	7.5	31	547																		
										B	7.9	30	576																		



[illegible]

2ND MAR. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)													2ND MAR. 1978 REPORT													
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES								
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																										
SCOOBY'S-LAFF-LYMPICS III		26			189	189	99	99	A	7.5	29	547														
SAT. 10.00A 30 ABC CA									B	9.3	37	678														
SCOOBY'S-LAFF-LYMPICS IV		26			189	189	99	99	A	8.4	33	612														
SAT. 10.30A 30 ABC CA									B	9.6	37	700														
SECRETS OF ISIS		8			193	195	97	98	A	6.5	27	474														
SAT. 11.30A 30 CBS CL									B	7.7	29	561														
SPACE ACADEMY		8			190	194	96	96	A	7.6	31	554														
SAT. 12.30P 30 CBS CL									B	7.6	29	554														
SPACE SENTINELS		7			169	189	80	94	A	5.1	21	372														
SAT. 11.30A 30 NBC CA									B	5.5	21	401														
SPEED BUGGY		8			196	197	98	99	A	4.7	23	343														
SAT. 8.30A 30 CBS CA									B	4.4	23	321														
SPORTSWORLD		9			147	154	76	78	A	3.9	14	284														
SUN. 1.00P 60 NBC SE									B	4.9	14	357														
SUPERSTARS		10			185		96		A	10.8	33	787														
1 SUN. 2.00P 90 ABC SE									B	10.3	30	751														
THINK PINK PANTHER		7			203	208	99	99	A	5.3	21	386														
SAT. 10.30A 30 NBC CA									B	5.8	22	423														
THREE ROBONIC STOOGES		8			199	197	99	99	A	3.5	21	255														

SAT.	8.00A	30 CBS CA						B	3.1	21	226
THUNDER SAT.	12.30P	30 NBC CL	7	140	148	71	73	A	3.4	14	248
								B	4.2	17	306
WACKO SUN.	9.30A	30 CBS CL	16	66	65	58	57	A	1.8	11	131
WHAT'S NEW, MISTER MAGOO								B	1.8	11	131
SAT.	1.00P	30 CBS CA	13	168	166	90	87	A	6.0	23	437
								B	6.5	23	474
WORLD SKATE CHALLENGE(S)											
2 SUN.	4.00P	60 CBS SE		161		85		A	4.1	13	299



NATIONAL <i>Nielsen</i> TV AUDIENCE ESTIMATES			
TIME	7:00	7:15	7:30

EVE. MON. MAR. 6, 1978

[illegible][illegible]

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 7, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	

<b>TV HOUSEHOLDS USING TV WK 1</b>	59.8	61.8	62.3	63.8	64.5	66.1	66.8	67.0	67.3	67.7	67.0	66.7	63.4	62.0	60.9	58.9
<b>(See Def. 1) WK 2</b>	54.3	57.0	58.4	60.7	62.3	63.9	64.3	65.5	66.6	66.3	64.5	63.9	61.6	60.7	59.5	56.7

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. MAR. 14, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 8, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>ABC TV</b>					14,140 19.4				18,010 24.7				15,820 21.7				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					9,990 13.7	13.5*			14,580 20.0				13,050 17.9				
SHARE OF AUDIENCE %					21	21*			21				31				
AVG. AUD. BY 1/4 HR. %					13.6	13.3	13.7		14.4				20.5				
<b>CBS TV</b>					17,060 23.4				21,720 29.8								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					13,050 17.9	17.4*			15,240 20.9				21,500 33*				
SHARE OF AUDIENCE %					28	28*			34				33*				
AVG. AUD. BY 1/4 HR. %					17.6	17.3	18.1		20.7				21.4				
<b>NBC TV</b>					23,040 31.6				18,370 25.2				14,870 20.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					19,100 26.2	25.0*			14,430 19.8				11,960 16.4				
SHARE OF AUDIENCE %					41	40*			30				28				
AVG. AUD. BY 1/4 HR. %					23.7	26.3	27.8		19.5				20.1				

<b>ABC TV</b>					19,030 26.1				21,070 28.9				17,060 23.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					15,240 20.9	19.9*			17,640 24.2				13,920 19.1				
SHARE OF AUDIENCE %					33	32*			38				34				
AVG. AUD. BY 1/4 HR. %					19.4	20.3	21.6		23.8				19.9				
<b>CBS TV</b>					14,000 19.2				19,390 26.6								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,940 15.0	15.1*			12,390 17.0				17,000 27*				
SHARE OF AUDIENCE %					24	24*			28				27*				
AVG. AUD. BY 1/4 HR. %					15.1	15.1	15.0		16.4				17.0				
<b>NBC TV</b>					16,990 23.3				15,450 21.2				11,960 16.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					13,850 19.0	18.4*			12,980 17.8				9,700 13.3				
SHARE OF AUDIENCE %					30	30*			28				24				
AVG. AUD. BY 1/4 HR. %					17.8	19.0	19.5		17.3				13.6				
<b>TV HOUSEHOLDS USING TV WK 1</b>	59.4	60.0	60.0	60.9	62.3	64.0	65.0	66.2	64.9	65.5	66.0	65.2	60.9	59.1	57.8	55.5	
<b>WK 2</b>	55.3	56.9	58.1	60.2	61.2	62.4	63.5	63.9	63.3	64.6	64.1	63.0	58.4	56.9	54.7	52.5	

A-7 U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. WED. MAR. 15, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 9, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					15,970 21.9		17,060 23.4		17,060 23.4		14,360 19.7		12,680 17.4				
AVERAGE AUDIENCE (Households (000) & %)					14,000 19.2		15,530 21.3		15,020 20.6		13,410 18.4		10,130 13.9		14.5*		13.2*
SHARE OF AUDIENCE %					30		33		33		30		25		25*		25*
AVG. AUD. BY 1/4 HR. %					18.8		20.7		20.8		20.4		18.5		14.1		12.7
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					15,160 20.8				18,080 24.8				16,040 22.0				
AVERAGE AUDIENCE (Households (000) & %)					11,450 15.7				15,310 21.0				13,560 18.6		18.9*		18.3*
SHARE OF AUDIENCE %					25				34				35*		33*		34*
AVG. AUD. BY 1/4 HR. %					16.7		16.1	14.8	15.1		20.9	21.5	21.7		18.9	18.8	18.7
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					19,390 26.6				14,140 19.4				15,380 21.1				
AVERAGE AUDIENCE (Households (000) & %)					15,890 21.8				12,030 16.5				12,610 17.3		17.6*		17.0*
SHARE OF AUDIENCE %					34		20.3*		27		16.3*		27*		31*		32*
AVG. AUD. BY 1/4 HR. %					19.7		20.9	23.7	23.1		16.2	16.8	16.7		17.4	17.0	16.9

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					16,480 22.6		15,530 21.3		17,060 23.4		18,230 25.0						
AVERAGE AUDIENCE (Households (000) & %)					14,290 19.6		14,220 19.5		15,670 21.5		11,960 16.4						
SHARE OF AUDIENCE %					31		30		32		28						
AVG. AUD. BY 1/4 HR. %					18.8		20.4	19.3	19.7		21.2	21.9	18.3	16.5	16.3	16.1	14.6
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					26,240 36.0								16,330 22.4				
AVERAGE AUDIENCE (Households (000) & %)					18,880 25.9								13,630 18.7		19.0*		18.4*
SHARE OF AUDIENCE %					40		23.5*		25.3*		27.1*		27.6*		34*		35*
AVG. AUD. BY 1/4 HR. %					23.1		23.9	24.9	25.6	27.1	27.1	27.9	27.3	19.1	18.9	18.6	18.2
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					14,580 20.0								10,210 14.0				
AVERAGE AUDIENCE (Households (000) & %)					8,310 11.4								7,730 10.6		10.6*		10.7*
SHARE OF AUDIENCE %					18		11.3*		11.8*		11.2*		11.3*		19*		20*
AVG. AUD. BY 1/4 HR. %					11.3		11.3	11.8	11.8	11.5	10.9	11.1	11.5	10.6	10.6	10.6	10.8
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	56.5	58.4	59.2	61.0	62.8	63.3	64.2	64.7	62.5	62.3	61.8	61.7	58.0	56.7	54.8	52.3	
<b>(See Def. 1) WK 2</b>	54.9	56.4	57.4	60.4	63.6	64.4	65.1	66.4	66.7	66.2	64.9	62.8	57.6	55.8	53.9	51.9	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. MAR. 16, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>ABC TV</b>					19,330 26.1									15,380 21.1			
AVERAGE AUDIENCE (Households (000) & %)					12,760 17.5		14,74 26 *		17.5* 30 *		19.0* 31 *		18.9* 31 *	12,610 17.3		17.4* 29 *	17.2* 30 *
SHARE OF AUDIENCE %					14.0		15.4	17.1	17.9	19.0	19.0	18.9	18.8	17.4		17.3	17.2
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>					16,040 22.0				17,790 24.4					14,430 19.8			
AVERAGE AUDIENCE (Households (000) & %)					11,880 16.3		15.2* 27 *		17.4* 29 *	15,310 21.0	20.6* 34 *		21.4* 35 *	11,080 15.2		16.1* 27 *	14.4* 25 *
SHARE OF AUDIENCE %					15.0		15.4	17.2	17.5	20.2	21.0	21.6	21.3	16.7		15.5	14.4
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>					12,830 17.6			11,590 15.9		13,780 18.9				17,570 24.1			
AVERAGE AUDIENCE (Households (000) & %)					10,860 14.9			10,130 13.9		11,740 16.1	15.9* 26 *		16.4* 27 *	14,940 20.5		20.1* 34 *	20.8* 37 *
SHARE OF AUDIENCE %					15.3		14.6	13.4	14.5	15.7	16.0	16.3	16.5	19.2		21.0	20.9
AVG. AUD. BY ¼ HR. %																	

<b>ABC TV</b>					16,110 22.1					16,690 22.9							
AVERAGE AUDIENCE (Households (000) & %)					11,960 16.4		16.0* 29 *		16.9* 29 *	10,130 13.9	12.4* 21 *		13.3* 22 *		15.4* 27 *		14.7* 27 *
SHARE OF AUDIENCE %					15.4		16.5	17.1	16.6	12.5	12.4	13.0	13.6	15.5	15.2	15.6	13.8
AVG. AUD. BY ¼ HR. %																	
<b>CBS TV</b>					13,630 18.7					18,010 24.7				15,380 21.1			
AVERAGE AUDIENCE (Households (000) & %)					10,280 14.1		12.9* 23 *		15.3* 26 *	15,020 20.6	20.4* 35 *		20.7* 35 *	12,030 16.5		16.6* 30 *	16.3* 30 *
SHARE OF AUDIENCE %					12.3		13.4	15.3	15.4	19.9	20.9	21.0	20.5	16.6		16.7	15.8
AVG. AUD. BY ¼ HR. %																	
<b>NBC TV</b>					10,720 14.7			10,280 14.1		15,450 21.2				14,510 19.9			
AVERAGE AUDIENCE (Households (000) & %)					9,040 12.4			9,400 12.9		12,390 17.0	16.9* 29 *		17.1* 29 *	11,520 15.8		15.7* 28 *	16.0* 29 *
SHARE OF AUDIENCE %					12.1		12.7	12.7	13.0	16.8	17.1	16.9	17.3	15.7		15.9	16.0
AVG. AUD. BY ¼ HR. %																	
<b>TV HOUSEHOLDS USING TV</b>	<b>WK 1</b>	50.6	52.3	55.4	56.5	56.7	57.4	58.2	59.7	60.5	61.2	61.8	61.7	59.1	58.9	57.2	56.2
(See Def. 1)	<b>WK 2</b>	47.9	49.6	50.1	52.6	54.2	55.8	57.8	58.0	57.4	58.7	59.1	59.5	56.4	55.8	55.5	53.5

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. MAR. 17, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 11, 1978

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					11,450 15.7		12,830 17.6		20,700 28.4					19,460 26.7			
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					10,130 13.9		11,810 16.2		17,280 23.7					16,480 22.6			
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					25 13.5	14.3	29 15.3	17.0	41 22.4	23.0* 23.7	39* 24.4	24.4* 24.4	43 22.7	42* 23.0	22.9* 22.7	22.3* 22.0	43* 22.0
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					13,050 17.9		10,640 14.6		12,470 17.1		9,700 13.3		11,450 15.7				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					11,450 15.7		9,770 13.4		11,230 15.4		9,190 12.6		9,040 12.4		12,2* 12.1		12.5* 12.8
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					28 15.7	15.7	24 13.4	13.4	26 15.1	22 15.7	22 12.6	23 12.5	23 12.3	23* 12.1	23* 12.2	24* 12.2	24* 12.8
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					16,770 23.0				14,580 20.0								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					12,900 17.7				9,550 13.1								
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					31 16.1	16.6* 17.2	30* 18.9	33* 18.8	24 14.4	14.1* 13.9	24* 13.7	24* 13.5	24* 12.8	23* 12.2	23* 12.1	23* 11.5	23* 11.5

W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					10,360 13.8		11,960 16.4		19,100 26.2				17,060 23.4				
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					8,530 11.7		10,570 14.5		16,040 22.0				14,730 20.2				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					21 10.9	12.5	25 13.5	15.5	38 20.3	21.1* 21.9	37* 23.2	40* 22.5	37* 20.1	20.2* 20.3	20.3* 20.6	20.3* 20.3	38* 20.3
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					18,740 25.7				11,880 16.3		8,970 12.3		9,110 12.5				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					14,290 19.6				10,130 13.9		8,160 11.2		7,070 9.7		9.7* 18*		9.6* 18*
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					35 19.0	19.5* 19.9	35* 20.2	34* 19.2	24 13.9	24 13.8	20 11.4	20 10.9	18 9.9	18* 9.5	18* 9.4	18* 9.4	18* 9.8
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					15,670 21.5				18,590 25.5								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					11,810 16.2				12,610 17.3								
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					29 17.0	16.7* 16.5	30* 16.1	27* 15.4	31 15.6	28* 16.3	30* 16.9	30* 17.3	34* 18.5	34* 18.6	33* 18.1	33* 17.0	33* 17.0

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

U.S. TV Households: 72,900,000

A-13

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) PROMO FILL, NBC, (10:54-11:00PM)(SUS.).

EVE. SAT. MAR. 18, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 12, 1978

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EVE. SUN. MAR. 12, 1978

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W E E K 4	TOTAL AUDIENCE (Households (000) & %)		14,070 19.3				19,320 26.5				18,880 25.9								
	ABC TV		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (R) → (OP) → How the West Was Won → (OP) → ABC Sunday Night Movie "THE STEPPED WIVES" (9:00-11:00PM)(R)																
	AVERAGE AUDIENCE (Households (000) & %)		10,570 14.5	13.2*		15.7*	16,180 22.2	22.0*		22.4*	11,810 16.2	15.9*		16.5*		16.3*		15.7*	
	SHARE OF AUDIENCE %		25	24 *		26 *	35	35 *		34 *	27	24 *		25 *		27 *		27 *	
	AVG. AUD. BY 1/4 HR. %		12.6	13.9	14.9	16.5	21.4	22.6	23.3	21.4	16.2	15.6	16.7	16.3	16.5	16.1	15.7	15.7	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		22,230 30.5				17,420 23.9		16,620 22.8		22,740 31.2		20,050 27.5		16,550 22.7				
	CBS TV		60 Minutes → It's The Easter Beagle, Charlie Brown (8:00-8:30PM)(R) First Easter Rabbit (8:30-9:00PM)(R) (OP) All In The Family Alice → Carol Burnett Show →																
	AVERAGE AUDIENCE (Households (000) & %)		18,080 24.8	24.0*		25.6*	15,750 21.6		15,160 20.8		20,410 28.0		18,740 25.7		12,900 17.7		18.3*		17.0*
	SHARE OF AUDIENCE %		42	43 *		42 *	34		32		43		39		30		30 *		29 *
	AVG. AUD. BY 1/4 HR. %		23.2	24.8	25.7	25.6	21.7	21.4	20.0	21.7	27.5	28.6	25.8	25.7	18.8	17.8	17.4	16.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		12,980 17.8				16,330 22.4				22,090 30.3								
	NBC TV		Wonderful World of Disney "TRAIL OF DANGER" Pt. II → Project U.F.O. → (OP) → Big Event "POLICE STORY" (9:00-11:00PM) →																
	AVERAGE AUDIENCE (Households (000) & %)		9,840 13.5	12.1*		14.8*	13,120 18.0	16.6*		19.3*	15,970 21.9	19.7*		21.6*		23.1*		23.2*	
	SHARE OF AUDIENCE %		23	22 *		24 *	28	26 *		30 *	35	30 *		33 *		38 *		40 *	
	AVG. AUD. BY 1/4 HR. %		11.2	13.0	14.7	14.9	15.7	17.5	18.9	19.8	19.5	19.8	21.4	21.7	22.6	23.5	24.0	22.5	
TV HOUSEHOLDS USING TV		WK 1	58.9	61.5	63.6	63.8	64.9	66.3	67.2	68.0	67.4	68.1	67.5	67.3	64.1	62.0	60.3	56.7	
(See Def. 1)		WK 2	54.6	57.6	60.2	61.4	62.0	64.4	65.0	65.7	65.6	66.0	65.7	65.6	61.9	60.4	59.1	57.1	

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
<b>W</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,180 7.1																	
	<b>ABC TV</b>	ABC Weekend News-Sunday								(1)									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,810 6.6																	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	15 6.6																	
<b>E</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,540 7.6								7,070 9.7									
	<b>CBS TV</b>	CBS Sunday News-Bradley								(2)									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,390 7.4								4,670 6.4									
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	16 7.4								29 8.0									
<b>K</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)			5,100 7.0						9,480 13.0								2,330 3.2	
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,770 3.8						5,320 7.3								1,820 2.5	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>			19 4.8						29 10.1								21 2.6	
<b>1</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>																		

<b>W</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)		3,500 4.8																
	<b>ABC TV</b>	ABC Sunday Night Movie	ABC Weekend News-Sunday																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)		3,350 4.6																
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	16.9	4.5	4.7															
<b>E</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,030 6.9								6,560 9.0									
	<b>CBS TV</b>	CBS Sunday News-Bradley																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,810 6.6								3,720 5.1									
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	14 6.6								24 6.8									
<b>K</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>																		
<b>2</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)			5,760 7.9						9,260 12.7								2,410 3.3	
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,550 3.5						5,610 7.7								1,900 2.6	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>			18 5.6						32 10.9								24 3.2	
<b>TV HOUSEHOLDS USING TV</b>	<b>WK 1</b>	46.8	39.6	30.0	27.1	23.1	20.4	18.3	31.7	28.2	24.9	22.2	18.9	16.8	14.5	12.7	11.4		
	<b>WK 2</b>	48.9	39.5	31.6	26.4	23.1	20.5	17.7	30.8	27.8	24.7	22.5	19.2	17.0	14.4	12.6	10.3		
	<b>(See Def. 1)</b>																		
	<b>U. S. TV Households: 72,900,000</b>																		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 6-10, 1978

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			2,920 4.0					3,940 5.4									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,260 3.1					3,430 4.7									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			19 2.9					25 4.7									
E K 2	TOTAL AUDIENCE (Households (000) & %)		2,770 3.8			4,230 5.8								3,570 4.9		4,670 6.4		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.4			2,770 3.8								2,990 4.1		4,010 5.5		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		15 2.4			20 3.1								22 3.9		28 5.3		
1	TOTAL AUDIENCE (Households (000) & %)			4,230 5.8				4,960 6.8						3,650 5.0		4,370 6.0		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,430 4.7				4,010 5.5						3,060 4.2		3,650 5.0		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			27 4.7				30 5.6						22 4.0		25 4.9		

W E K 2	TOTAL AUDIENCE (Households (000) & %)			2,990 4.1				3,350 4.6										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,260 3.1				2,840 3.9										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			20 3.0				22 3.9										
E K 2	TOTAL AUDIENCE (Households (000) & %)		2,700 3.7			4,160 5.7								3,500 4.8		4,670 6.4		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		1,600 2.2			2,700 3.7								2,990 4.1		4,010 5.5		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		15 2.0			21 3.2								23 3.9		28 5.3		
2	TOTAL AUDIENCE (Households (000) & %)			3,790 5.2				4,740 6.5						3,790 5.2		4,810 6.6		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,990 4.1				3,860 5.3						3,210 4.4		4,010 5.5		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			25 4.1				31 5.3						24 4.1		28 5.5		
TV HOUSEHOLDS USING TV WK 1		8.0	11.0	13.1	14.6	16.5	18.1	18.3	18.3	18.9	19.1	19.2	19.1	18.7	19.5	19.3	20.2	
(See Def. 1) WK 2		6.9	9.8	12.3	13.8	15.3	16.6	16.8	17.1	17.7	18.2	17.9	17.8	17.5	18.3	18.8	19.6	

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



<b>ABC TV</b> TOTAL AUDIENCE (Households (000) & %)		4,880 6.7		7,290 10.0		4,300 5.9		5,610 7.7		7,510 10.3		5,420 8.8	
		Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children <sup>(2)</sup>		One Life to Live	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		4,160 5.7		6,200 8.5		3,650 5.0		4,740 6.5		5,540 7.6		4,670 6.4	
		28 5.4		40 8.2		21 4.9		27 6.5		30 7.6		24 5.9	
<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>		6.0		8.9		5.1		6.5		7.7		7.3	
		6.0		8.2		4.9		5.1		6.5		7.3	
<b>CBS TV</b> TOTAL AUDIENCE (Households (000) & %)		5,180 7.1		5,180 7.1		6,490 8.9		6,270 8.6		8,380 11.5		7,440 10.2	
		Price Is Right 2		Love Of Life <sup>(OP)</sup>		Young & the Restless		Search for Tomorrow		As The World Turns		Guiding Light	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		4,450 6.1		4,370 6.0		5,900 8.1		5,690 7.8		6,340 8.7		5,830 8.0	
		30 5.9		28 5.8		34 7.9		33 7.8		33 8.1		34 9.0	
<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>		6.3		5.8		6.3		8.3		7.8		8.6	
		6.3		5.8		6.3		8.3		7.8		8.6	
<b>NBC TV</b> TOTAL AUDIENCE (Households (000) & %)		4,370 6.0		3,860 5.3		2,410 3.3		3,720 5.1		2,990 4.1		6,490 8.9	
		Wheel of Fortune		Knockout <sup>(4)</sup>		To Say The Least		Gong Show <sup>(4)</sup>		For Richer, For Poorer		Days Of Our Lives	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		3,860 5.3		3,280 4.5		2,110 2.9		3,060 4.2		2,550 3.5		5,030 6.9	
		26 5.3		21 4.5		12 2.8		18 4.0		15 4.4		26 6.0	
<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>		5.3		4.5		2.8		2.9		4.4		6.8	
		5.3		4.5		2.8		2.9		4.4		6.8	
<b>TV HOUSEHOLDS USING TV</b> (See Def. 1)		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 1</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 2</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 3</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 4</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 5</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 6</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 7</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 8</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 9</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 10</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 11</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 12</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 13</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 14</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 15</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 16</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 17</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 18</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 19</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 20</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 21</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 22</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 23</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 24</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 25</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 26</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 27</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 28</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 29</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 30</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 31</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 32</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 33</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 34</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 35</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 36</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 37</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 38</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 39</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 40</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 41</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 42</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 43</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 44</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 45</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 46</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 47</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 48</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 49</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 50</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 51</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 52</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 53</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 54</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 55</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 56</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 57</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 58</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 59</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 60</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 61</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 62</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 63</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 64</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 65</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 66</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 67</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 68</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 69</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 70</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 71</b>		20.8 19.8		21.6 20.7		21.9 20.9		23.1 22.0		24.5 23.8		25.1 24.7	
<b>WK 72</b>		2											



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 6-10, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 7,220 9.9 General Hospital (1) Edge of Night MTUWF (OP) Special (OP) ABC Evening News Reasoner/Walters 7,290 10.0 9.7 10.2																
	AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5	7.3*			7.4*	3,790 5.2											
	SHARE OF AUDIENCE %	24	25*			23*	16											
	AVG. AUD. BY 1/4 HR. %	7.3	7.2	7.2		7.4	5.3	5.2										
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) Guiding Light (1) All In The Family MTUWF (OP)(1) Match Game '78 MTUWF (3)(OP) CBS Evening News with Walter Cronkite 11,150 15.3 28 15.1 15.5																
	AVERAGE AUDIENCE (Households (000) & %)		7.5*	8.5			4,230 5.8											
	SHARE OF AUDIENCE %		26*	27			17											
	AVG. AUD. BY 1/4 HR. %	7.5	7.5	8.0	9.0		5.7	5.9										
1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) Another World (2)(3) Special (OP) NBC Nightly News 11,880 16.3 10,350 14.2 26 14.0 14.3																
	AVERAGE AUDIENCE (Households (000) & %)	7,580 10.4																
	SHARE OF AUDIENCE %	6,120 8.4	7.9*			8.8*	28*											
	AVG. AUD. BY 1/4 HR. %	7.5	8.2	8.8		8.7												

W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) 6,200 8.5 General Hospital Edge of Night ABC Evening News Reasoner/Walters 6,850 9.4 18 9.1 9.8																
	AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6	6.5*			6.7*	3,650 5.0											
	SHARE OF AUDIENCE %	23	23*			23*	17											
	AVG. AUD. BY 1/4 HR. %	6.4	6.6	6.6	6.7	5.1	5.0											
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) Guiding Light All In The Family Match Game '78 (4) CBS Evening News with Walter Cronkite 10,500 14.4 29 14.2 14.6																
	AVERAGE AUDIENCE (Households (000) & %)		7.7*	8.1			3,860 5.3											
	SHARE OF AUDIENCE %		28*	27			17											
	AVG. AUD. BY 1/4 HR. %	7.9	7.5	7.8	8.4		5.1	5.5										
2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) Another World (5) NBC Nightly News 11,010 15.1 9,700 13.3 26 13.1 13.5																
	AVERAGE AUDIENCE (Households (000) & %)	7,580 10.4																
	SHARE OF AUDIENCE %	5,980 8.2	7.7*			8.7*	29*											
	AVG. AUD. BY 1/4 HR. %	7.5	8.0	8.9	8.6													
TV HOUSEHOLDS USING TV		WK 1	28.5	29.9	31.5	32.8	32.5	34.2	35.5	38.0	39.6	41.6	43.2	45.7	49.1	51.8	53.1	54.9
(See Def. 1)		WK 2	27.3	28.6	29.5	30.5	29.6	31.4	32.3	34.7	36.0	37.6	39.5	42.2	46.1	48.5	50.0	51.8

U.S. TV Households: 72,900,000  
A-23

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "CARTER PRESS CONFERENCE", ABC, CBS, THU., (3:00-3:39PM)(SUS.).  
(2) "CARTER PRESS CONFERENCE", NBC, THU., (3:00-3:38PM)(SUS.).

(3) "NBC NEWS UPDATE", (SUS.).

(4) "CBS NEWS SPECIAL REPORT", CBS, THU., (4:14-4:34PM)(SUS.).

DAY MON.-FRI. MAR. 13-17, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					4,670 6.4		6,120 8.4		5,320 7.3		6,420 8.8		6,270 8.6		7,800 10.7		
	ABC TV							All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics III	Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					3,860 5.3		5,320 7.3		4,740 6.5		5,180 7.1		5,390 7.4		6,490 8.9		
	SHARE OF AUDIENCE %					35		38		29		29		35		35		
	AVG. AUD. BY 1/4 HR. %					5.0	5.7	7.2	7.5	6.2	6.7	7.2	6.9	7.3	7.5	9.0	8.7	
	TOTAL AUDIENCE (Households (000) & %)					3,350 4.6		4,080 5.6		5,830 8.0		7,510 10.3		8,240 11.3		7,140 9.8		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner1	Bugs Bunny/Road Runner2 (OP)	Bugs Bunny/Road Runner3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.5		3,210 4.4		4,880 6.7		6,050 8.3		7,070 9.7		5,760 7.9		
	SHARE OF AUDIENCE %					21		22		30		34		38		31		
	AVG. AUD. BY 1/4 HR. %					3.1	3.8	4.2	4.6	6.2	7.2	8.0	8.6	9.8	9.6	7.8	7.9	
	TOTAL AUDIENCE (Households (000) & %)					3,650 5.0		4,370 6.0		5,610 7.7		6,340 8.7		5,470 7.5		4,880 6.7		
	NBC TV				I am the Greatest (SUZ.)	Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (I)	Think Pink Panther					
	AVERAGE AUDIENCE (Households (000) & %)					3,060 4.2		3,940 5.4		4,740 6.5		5,180 7.1		4,450 6.1		3,940 5.4		
	SHARE OF AUDIENCE %					27		28		29		29		24		21		
	AVG. AUD. BY 1/4 HR. %					3.9	4.6	4.8	5.9	6.7	6.4	7.1	7.1	6.3	6.0	5.1	5.4	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,100 7.0		6,340 8.7		6,420 8.8		6,560 9.0		6,340 8.7		7,220 9.9		
	ABC TV				All New Super-Friends I		All New Super-Friends II		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)		
	AVERAGE AUDIENCE (Households (000) & %)				3,940 5.4		5,470 7.5		5,390 7.4		5,470 7.5		5,540 7.6		5,690 7.8		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				37 4.6		38 7.5		32 7.0		30 7.7		30 7.9		32 8.5		
TOTAL AUDIENCE (Households (000) & %)				3,430 4.7		4,670 6.4		6,560 9.0		8,160 11.2		8,460 11.6		6,420 8.8			
CBS TV				Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/ Road Runner I		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)			
AVERAGE AUDIENCE (Households (000) & %)				2,480 3.4		3,570 4.9		5,690 7.8		6,850 9.4		7,140 9.8		5,690 7.8			
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				21 3.1		23 4.2		32 7.2		37 8.3		38 9.1		32 7.8			
TOTAL AUDIENCE (Households (000) & %)				3,350 4.6		5,180 7.1		5,690 7.8		6,340 8.7		5,540 7.6		4,960 6.8			
NBC TV				I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000) & %)				2,410 3.3		3,940 5.4		4,880 6.7		5,390 7.4		4,370 6.0		3,790 5.2			
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				22 2.9		27 4.5		29 6.3		29 6.6		29 7.4		23 5.6		21 5.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		5.6	8.0	10.3	13.1	15.7	17.5	19.3	21.1	22.2	23.1	24.4	24.5	25.3	25.8	25.7	25.9
WK 2		5.6	7.5	9.7	12.5	14.6	17.5	19.8	22.7	23.6	24.6	25.4	25.5	25.8	25.6	24.5	23.8

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,420 8.8		7,220 9.9		5,690 7.8		6,780 9.3										
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,610 7.7		5,980 8.2		4,520 6.2		4,080 5.6		5.3*		5.9*						
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	30 8.1	7.3	33 8.6	7.8	25 5.7	6.8	21 5.4	20*	5.1	6.1	23*	5.7					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,360 10.1		5,980 8.2		6,420 8.8		7,000 9.6		5,320 7.3		3,940 5.4						
<b>CBS TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,490 8.9		5,180 7.1		4,960 6.8		5,980 8.2		4,520 6.2		3,210 4.4						
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	34 8.7	9.1	28 7.0	7.2	27 7.0	6.7	32 8.2	8.2	24 5.9	6.4	17 4.5	4.2					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,180 7.1		3,650 5.0		4,160 5.7		2,770 3.8				3,350 4.6		10,130 13.9				
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,300 5.9		3,130 4.3		3,350 4.6		2,190 3.0				2,480 3.4		6,120 8.4		6.7*		8.0*
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	23 5.6	6.1	17 4.0	4.5	19 4.4	4.8	12 3.0	3.0	14 3.3	3.5	30 6.2	26*	7.2	7.7	29*	8.3	

<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,900 8.1		5,900 8.1		4,080 5.6		4,590 6.3						5,030 6.9				
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,670 6.4		4,880 6.7		3,280 4.5		2,620 3.6		3.5*		3.7*		2,620 3.6		3.5*		3.5*
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	27 6.5	6.4	29 6.9	6.5	20 4.5	4.5	15 3.6	15*	3.4	3.4	14*	3.9	13 3.8	14*	3.1	12*	3.8
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,440 10.2		5,100 7.0		4,590 6.3		6,050 8.3		5,180 7.1		4,370 6.0						
<b>CBS TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,270 8.6		4,230 5.8		3,860 5.3		5,030 6.9		4,230 5.8		3,500 4.8						
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	37 8.4	8.7	26 6.2	5.5	24 5.2	5.3	30 6.7	7.1	23 5.7	5.8	18 4.9	4.7					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,740 6.5		4,740 6.5		4,740 6.5		3,350 4.6						11,450 15.7				
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,790 5.2		4,230 5.8		4,080 5.6		2,770 3.8						6,200 8.5		7.9*		8.9*
<b>SHARE OF AUDIENCE</b> % AVG. AUD. BY ¼ HR. %	22 5.3	5.3	25 5.5	6.2	25 5.6	5.6	17 3.8	3.9					31 7.8	31*	8.1	32*	8.9
<b>TV HOUSEHOLDS USING TV</b> (See Def. 1)	<b>WK 1</b> 25.8	<b>WK 2</b> 23.1	26.2 23.2	25.6 22.8	25.7 22.6	24.7 22.2	25.7 21.8	25.6 22.7	25.8 23.8	25.9 25.0	26.3 25.9	25.1 25.9	26.1 26.4	26.5 25.6	27.4 26.8	27.8 28.6	28.8 29.3

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

\* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.  
(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT. MAR. 18, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			9,620 13.2							16,180 22.2						5,540 7.6	
AVERAGE AUDIENCE (Households (000) & %)			5,760 7.9							9,110 12.5						5,100 7.0	
SHARE OF AUDIENCE %			24							31						15	
AVG. AUD. BY 1/4 HR. %			5.8							11.6						6.8	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					5,980 8.2					7,650 10.5						8,970 12.3	
AVERAGE AUDIENCE (Households (000) & %)					3,570 4.9					4,370 6.0						7,580 10.4	
SHARE OF AUDIENCE %					15					16						22	
AVG. AUD. BY 1/4 HR. %					4.8					5.2						10.2	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					12,250 16.8											7,440 10.2	
AVERAGE AUDIENCE (Households (000) & %)					6,710 9.2											6,120 8.4	
SHARE OF AUDIENCE %					32 *					25 *						18	
AVG. AUD. BY 1/4 HR. %					9.2					8.7						8.0	

<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					6,850 9.4					11,450 15.7						4,330 5.9	
AVERAGE AUDIENCE (Households (000) & %)					4,300 5.9					5,690 7.8						3,570 4.9	
SHARE OF AUDIENCE %					14 *					22 *						22 *	
AVG. AUD. BY 1/4 HR. %					4.7					6.3						5.0	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1)

A-29

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

\* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.  
(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. MAR. 18, 1978



TOTAL AUDIENCE (Households (000) & %)		2,550 3.5													
AVERAGE AUDIENCE (Households (000) & %)		2,110 2.9													
SHARE OF AUDIENCE %		15													
AVG. AUD. BY ¼ HR. %		2.7 3.1													
TOTAL AUDIENCE (Households (000) & %)		1,170 1.6													
AVERAGE AUDIENCE (Households (000) & %)		1,970 2.7													
SHARE OF AUDIENCE %		800 1.1													
AVG. AUD. BY ¼ HR. %		7 13													
TOTAL AUDIENCE (Households (000) & %)		1,460 2.0													
AVERAGE AUDIENCE (Households (000) & %)		1.1 1.3													
SHARE OF AUDIENCE %		.9 1.7													
AVG. AUD. BY ¼ HR. %		2.3													
TOTAL AUDIENCE (Households (000) & %)		19.0 17.3													
AVERAGE AUDIENCE (Households (000) & %)		19.8 18.2													
SHARE OF AUDIENCE %		19.6 18.7													
AVG. AUD. BY ¼ HR. %		20.6 19.7													



# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 12, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	3,860 5.3		3,130 4.3		3,860 5.3								12,980 17.8				
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,130 4.3		2,620 3.6		2,990 4.1												
<b>SHARE OF AUDIENCE %</b>	20		16		17												
<b>AVG. AUD. BY ¼ HR. %</b>	4.1	4.5	3.4	3.7	4.0	4.3											
<b>TOTAL AUDIENCE</b> (Households (000) & %)			2,840 3.9						5,030 6.9				10,640 14.6				
<b>CBS TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,330 3.2						3,570 4.9				4,080 5.6				
<b>SHARE OF AUDIENCE %</b>			14						16	4.6*			5.5*				
<b>AVG. AUD. BY ¼ HR. %</b>			3.3	3.1					4.0	16*	5.2	5.7	5.5	5.7	5.3	4.7	4.8
<b>TOTAL AUDIENCE</b> (Households (000) & %)							3,430 4.7		5,390 7.4				9,550 13.1				
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)							2,770 3.8		2,840 3.9				5,540 7.6				
<b>SHARE OF AUDIENCE %</b>							16		13	3.0*			4.7*	7.6	6.6*		7.7*
<b>AVG. AUD. BY ¼ HR. %</b>							3.7	3.9	2.9	10*	3.1	4.2	5.2	6.5	6.7	7.8	7.6

<b>TOTAL AUDIENCE</b> (Households (000) & %)	2,410 3.3		2,840 3.9		2,920 4.0								9,480 13.0				
<b>ABC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	1,820 2.5		2,330 3.2		2,110 2.9								4,960 6.8				
<b>SHARE OF AUDIENCE %</b>	14		17		14								25	6.4*			6.3*
<b>AVG. AUD. BY ¼ HR. %</b>	2.2	2.9	3.2	3.1	3.3	2.6							6.7	6.0	6.3	6.2	
<b>TOTAL AUDIENCE</b> (Households (000) & %)			2,110 2.9						4,370 6.0				8,820 12.1				
<b>CBS TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)			1,750 2.4						2,990 4.1				3,570 4.9				
<b>SHARE OF AUDIENCE %</b>			12						17	3.7*			17				4.7*
<b>AVG. AUD. BY ¼ HR. %</b>			2.3	2.5					3.3	4.1	4.8	4.8	4.7	4.5	4.6	4.8	
<b>TOTAL AUDIENCE</b> (Households (000) & %)							2,410 3.3		4,740 6.5				10,280 14.1				
<b>NBC TV</b>																	
<b>AVERAGE AUDIENCE</b> (Households (000) & %)							1,900 2.6		2,840 3.9				4,960 6.8				
<b>SHARE OF AUDIENCE %</b>							14		16	3.5*			4.2*	6.9*			7.1*
<b>AVG. AUD. BY ¼ HR. %</b>							2.8	2.3	3.3	15*	4.1	4.3	6.8	7.1	7.2	7.0	

<b>TV HOUSEHOLDS USING TV</b>	<b>WK 1</b>	20.6	21.8	22.3	23.0	23.5	23.7	24.4	26.2	26.7	28.9	30.9	31.7	31.7	32.1	33.4	34.0
(See Def. 1)	<b>WK 2</b>	18.8	19.8	19.3	19.4	19.7	19.8	20.9	21.3	22.5	23.8	24.5	26.1	28.3	27.9	28.5	28.1

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



[illegible]

		6-8						9-10						11-12											
		PGA Players Championship (2:00-4:00PM)						Championship Auto Racing (4:00-5:00PM)						ABC Wide World of Sports											
		6.7	6.9*	7.2	7.6*	7.7	7.5	4.7	6.0	5.2*	19	17 *	6.8*	21 *	7.2	9.4	10.1*	29 *	10.2*	28 *	10.4				
		4,960						4,160						9,770											
		6.8						5.7						13.4											
		NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:00PM) □						World Skate Challenge (4:00-5:00PM)						Festival Of Lively Arts "MUSIC AND YOUR EMOTIONS" (5:00-6:00PM)						CBS Evening News					
		5.4	5.3*	5.2	5.1	5.1	5.1	3.7	4.1	3.9*	13 *	13 *	4.4*	13 *	4.5	3.5	2.6	2.9	3.1*	9 *	3.4*	9 *	3.8	10.7	11.9
		2,990						2,330						8,240											
		4.1						3.2						24											
		17 *						9						10.7											
		13 *						3.5						11.9											
		3.7						4.3																	
		12,900												6,930											
		17.7												9.5											
		NCAA Championship Series-I "VILLANOVA VS. DUKE" (2:00-4:03PM)(1)						NCAA Championship Series-2 "NOTRE DAME VS. DEPAUL" (4:03-5:52PM)						(2)						NBC Nightly News-Sun.					
		5.6	5.9*	6.1	7.0*	6.5	7.5	9.0	10.8	9.4*	32 *	32 *	10.1*	32 *	10.1	11.2	11.8	12.4	11.5*	34 *	12.4*	35 *	12.5	7.6	7.6
		7,870						5,540						5,540											
		10.8						7.6						7.6											
		33						7.6						7.6											
		9.8						10.0																	
		10.1						11.2						11.8											
		11.2						11.8						12.4											
		11.8						11.8						12.4											
		12.4						12.4						12.5											
		12.5						12.5						12.5											
		54.5						54.5						54.5											
		50.3						50.3						50.3											
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		50.3						50.3						50.3											
		50.3						50.3						50.3											

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-35

\* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) SPORTS FILL, NBC, (5:52-6:00PM)(SUS.).  
(1) FOR REMAINING RATINGS. SEE OP PAGES.

DAY SUN. MAR. 19, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1					WEEK 2							
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY															
ABC 12.00- 1.05AM POLICE STORY-MON 11.30-12.36AM			11.30 11.45 12.00 12.15 12.30 12.45 1.00	5,900 8.1	4,370	6.0 6.2* 6.1 6.1* 6.0 5.3	32 29* 36*	6.1 6.2 6.1 6.0 5.3	7,730 10.6	6,050	8.3 8.6* 8.2* 8.2* 7.5	33 30* 36*	8.6 8.5 8.2 8.2 7.5		
CBS 11.30-11.58PM CBS NEWS SPECIAL REPORT(S)			11.30 11.45	6,340 8.7	5,320	7.3 25	7.6 7.0								
EVENING TUESDAY															
ABC 11.30-12.40AM TUESDAY MOVIE OF THE WEEK 11.30-12.35AM			11.30 11.45 12.00 12.15 12.30	6,270 8.6	4,300	5.9 6.8* 5.4* 23 23*	7.3 6.3 5.8 5.0 4.8	5,900 8.1	3,790	5.2 5.8* 4.7* 21 20*	6.2 5.3 4.9 4.5 4.4				
EVENING WEDNESDAY															
ABC 11.30-12.33AM POLICE STORY-WED			11.30	6,710 9.2	4,670	6.4 25	7.4	7,730 10.6	5,390	7.4 33	8.4				



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
EVENING FRIDAY CONT'D															
CBS	11.30-	1.00AM CBS SPORTS SPECIAL-BOXING(S)	11.30							6,420	8.8	4,010	5.5	19	6.3
			11.45										6.0*	17*	5.8
			12.00												5.6
			12.15										5.6*	19*	5.6
			12.30												5.4
			12.45										4.9*	21*	4.4
NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	4,740	6.5	2,550	3.5	25	4.7	5,610	7.7	2,840	3.9	30	4.5
			1.15				4.3*	25*	3.9				4.3*	25*	4.2
			1.30						3.5						4.3
			1.45				3.3*	23*	3.1				4.1*	34*	3.9
			2.00						2.9						3.6
			2.15				2.8*	26*	2.7				3.3*	37*	3.0
EVENING SATURDAY															
ABC	9.58-	9.59PM ABC NEWSBRIEF-SAT.	9.45	15,600	21.4	15,600	21.4	38	21.4	14,800	20.3	14,800	20.3	36	20.3
ABC	11.00-	11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	6,710	9.2	6,200	8.5	19	8.5	5,540	7.6	5,390	7.4	17	7.4
CBS	8.58-	8.59PM NEWSBREAK-SAT.	8.45	9,330	12.8	9,330	12.8	22	12.8	11,520	15.8	11,520	15.8	27	15.8
NBC	8.58-	8.59PM NBC NEWS UPDATE-SAT.	8.45	12,100	16.6	12,100	16.6	29	16.6	9,990	13.7	9,990	13.7	24	13.7
NBC	11.30-	12.52AM SATURDAY NIGHT	11.30	11,450	15.7	7,140	9.8	31	10.7	10,860	14.9	6,850	9.4	31	10.4

				11.30-12.45AM	11.45			10.7*	30*	10.7			10.2*	30*	10.0
					12.00					10.5					9.2
					12.15			9.9*	32*	9.4			9.1*	31*	9.0
					12.30					8.8					8.2
					12.45			8.4*	32*	7.5					
EVENING SUNDAY															
	ABC	7.58-	7.59PM ABC MINUTE MAGAZINE	7.45	13,850	19.0	13,850	19.0	30	19.0	11,010	15.1	11,010	15.1	25
	ABC	8.57-	8.58PM ABC NEWSBRIEF-SUN.	8.45	13,920	19.1	13,920	19.1	28	19.1	11,740	16.1	11,150	15.3	23
		8.57-	8.59PM												
	ABC	9.00-	11.18PM ABC SUNDAY NIGHT MOVIE	11.15							FOR RTGS SEE PAGE A-15				15.2
	CBS	8.57-	8.59PM NEWSBREAK-SUN.	8.45	14,220	19.5	13,630	18.7	28	18.7	16,110	22.1	16,110	22.1	34
		8.58-	8.59PM												
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SUN.	8.45	13,560	18.6	13,560	18.6	27	18.6	13,490	18.5	13,490	18.5	28
	NBC	11.30-	1.30AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			3.4*	20*	3.3	FOR RTGS SEE PAGE A-17			2.7*	16*
		11.30-	1.32AM	1.00						3.1					2.5
				1.15				3.1*	25*	3.1				2.5*	2.4
				1.30										20*	1.8
EVENING MONDAY-FRIDAY															
	ABC	9.58-	9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	13,560	18.6	14,580	20.0	30	14.3	13,050	17.9	12,470	17.1
					9.15						27.6				20.0
					9.45						16.8				19.9
	CBS	8.58-	8.59PM NEWSBREAK-M-F	M-F	8.45	10,420	14.3	10,420	14.3	22	14.3	10,570	14.5	10,500	14.4
	CBS	1.16-	2.16AM LATE MOVIE II	TUWF	12.00	4,670	6.4	2,990	4.1	25	5.6				
			CONT'D												



				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	
EVENING MONDAY-FRIDAY CONT'D																	
CBS	1.16-	2.16AM	LATE MOVIE II-CONT'D	TU & W	12.15			5.1*	19*	4.9							
					12.30					4.5							
				TUWF	12.45			4.2*	22*	4.3							
					1.00					4.0	2,770	3.8	2,110	2.9	29	3.2	
					1.15			3.9*	27*	4.1						3.2	
					1.30					4.0						3.1	
					1.45			3.1*	22*	2.9				2.6*	29*	2.5	
					2.00					2.9						2.8	
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	13,050	17.9	13,050	17.9	27	17.9	12,540	17.2	12,540	17.2	27	17.2
				MTUWF													
NBC	11.30-	12.45AM	TONIGHT SHOW	M-F	1.00						FOR RTGS					4.4	
											SEE PAGE A-17						
					1.15											4.0	
NBC	1.00-	1.45AM	TOMORROW SHOW	M-TH	1.45						FOR RTGS			2.1*	23*	1.9	
											SEE PAGE A-17						
					2.00											1.6	
DAY MONDAY-FRIDAY																	
ABC	3.00-	4.00PM	GENERAL HOSPITAL	M-F	4.00			FOR RTGS		8.6							
								SEE PAGE A-22									

ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.15 4.30 4.45 5.00 5.15	9,330	12.8	6,710	8.5* 9.2 8.5*	26* 23 23*	8.5 8.5 8.5 9.3 10.4							
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,520	6.2	4,160	5.7	25	5.7	4,740	6.5	4,370	6.0	27	6.0	
CBS 2.30- 3.30PM GUIDING LIGHT	M-F	3.30	FOR RTGS SEE PAGE A-20					7.1							
		3.45				7.2*	23*	7.3							
CBS 4.00- 4.30PM WINNERS(S)	THU.	4.00 4.15	5,180	7.1	4,080	5.6	17	5.5 5.7							
NBC 4.00- 5.00PM SPECIAL TREAT(S)	TUE.	4.00 4.15 4.30 4.45	8,460	11.6	5,610	7.7 7.1*	21 20*	7.2 7.0 7.9 8.6							
DAY SATURDAY															
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	5,900	8.1	4,960	6.8	34	6.8	5,540	7.6	4,880	6.7	31	6.7	
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	5,100	7.0	4,880	6.7	27	6.7	5,180	7.1	5,030	6.9	27	6.9	
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	6,710	9.2	6,120	8.4	32	8.4	5,320	7.3	4,880	6.7	28	6.7	
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	6,050	8.3	5,180	7.1	29	7.1	4,740	6.5	4,230	5.8	25	5.8	
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	2,840	3.9	2,620	3.6	20	3.6	2,990	4.1	2,840	3.9	22	3.9	
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	4,080	5.6	3,650	5.0	24	5.0	4,670	6.4	4,230	5.8	26	5.8	
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	7,220	9.9	6,850	9.4	38	9.4	7,360	10.1	7,220	9.9	39	9.9	
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	7,220	9.9	6,560	9.0	35	9.0	7,510	10.3	6,780	9.3	36	9.3	
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	6,050	8.3	5,690	7.8	30	7.8	5,900	8.1	5,610	7.7	32	7.7	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR				WEEK 1					WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY CONT'D															
CBS	11.26-11.29AM	IN THE NEWS-11.26AM	11.15	6,420	8.8	6,050	8.3	32	8.3	6,270	8.6	5,610	7.7	33	7.7
CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	5,470	7.5	5,180	7.1	28	7.1	4,080	5.6	3,720	5.1	23	5.1
CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15	5,030	6.9	4,740	6.5	25	6.5	4,010	5.5	3,790	5.2	24	5.2
CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	5,690	7.8	5,390	7.4	29	7.4	5,470	7.5	4,810	6.6	28	6.6
CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	4,670	6.4	4,230	5.8	22	5.8	4,370	6.0	3,860	5.3	20	5.3
CBS	1.56- 1.59PM	IN THE NEWS- 1.56PM	1.45	3,130	4.3	2,990	4.1	16	4.1	3,650	5.0	3,350	4.6	17	4.6
NBC	2.00- 4.03PM	NCAA CHAMP. SERIES-SAT-1	4.00							FOR RTGS SEE PAGE A-27					8.7
DAY SUNDAY															
ABC	10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	2,260	3.1	2,260	3.1	15	3.1	2,550	3.5	2,260	3.1	16	3.1
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,700	3.7	2,550	3.5	15	3.5	2,330	3.2	2,260	3.1	17	3.1
CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	1,020	1.4	1,020	1.4	9	1.4	1,090	1.5	1,090	1.5	10	1.5
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	1,390	1.9	1,310	1.8	10	1.8	1,820	2.5	1,680	2.3	14	2.3
CBS	1.45- 4.10PM	NBA BASKETBALL GAME	4.00	FOR RTGS SEE PAGE A-32					7.6						
NBC	2.00- 4.03PM	NCAA CHAMP. SERIES-SUN-1(S)	4.00						FOR RTGS SEE PAGE A-33					8.6	